Sponsorship Opportunities

The BRITE Conference is hosted by Columbia Business School’s Center on Global Brand Leadership. BRITE is a global series of conferences that focus on emerging trends in branding, innovation, technology, society, and culture. We bring together thought leaders from business, technology, media, and marketing to discuss how today’s big ideas are reshaping the ways that organizations build and sustain great brands.

Now in its 9th year, BRITE draws 500-600 attendees, including: CEOs, CMOs and heads of marketing, brand managers, entrepreneurs, new product developers, innovation directors, interactive agencies, multi-platform media companies, and emerging technology investors.

BRITE sponsorship packages are designed to give you maximum exposure to a targeted niche audience.

Benefits of various sponsorship levels include:

- An opportunity to be featured in a 15-minute Q&A session with BRITE’s Executive Director on your company’s best practices
- An opportunity to moderate or co-curate a panel, or lead an interactive breakout session
- A sponsor table in the main room throughout the event
- A pre- or post-event e-blast of a company case study to BRITE’s 4,000-member, opt-in mailing list
- Complimentary tickets for the conference
- Pre-, post-, and on-site branding on BRITE’s website, promotional materials, announcements, and advertising

Custom sponsorships are also available and can be tailored to your organization’s marketing goals and budget. Please contact:

Gabriela Torres Patiño
Assistant Director, Center on Global Brand Leadership
Columbia Business School
contact@globalbrands.org

Prior Events Have Drawn Attendees From Companies Such As:

A&E
Absolut Vodka
Ad Age
Adidas
Aetna
AIG
American Ballet Theatre
American Express
AOL
AT&T
Audi
Avon
Bell Atlantic
BMW
Burger King
BusinessWeek
Carnegie Hall
Chanel
Cisco
Citigroup
Clinton Global Initiative
CNN
Coca-Cola
Colgate-Palmolive
Craigslist
Dell
Deloitte Consulting
Digitas
Domino’s Pizza
Dow Jones & Company
DuPont
Eli Lilly
Estée Lauder
Facebook
FedEx
GE
Goldman Sachs
Google
HP
IBM
IDEO
Interbrand
Johnson & Johnson
Kraft Foods
LEGO
Lenovo
L’Oreal
McDonald’s
McKinsey
Merrill Lynch
Microsoft
Moody’s Analytics
Movado
Netflix
Nickelodeon/MTVN
Nielsen
Novartis
Ogilvy & Mather
PepsiCo
Pfizer
Procter & Gamble
R/GA
Reuters
Samsung
SAP
Siemens
Sony Music
Taco Bell
The New York Times
TIAA-CREF
Time Warner
UNICEF
Unilever
United Nations
Univision
Vimeo
Visa
Volkswagen
Warby Parker
Yahoo!
ZipCar
# Sponsorship Opportunities

## BRITE Sponsorship Packages Overview

<table>
<thead>
<tr>
<th>Type</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
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<tbody>
<tr>
<td><strong>Sponsorship</strong></td>
<td>$20,000</td>
<td>$12,000</td>
<td>$7,000</td>
</tr>
<tr>
<td><strong>Content</strong></td>
<td>20-Minute Keynote or Q&amp;A Discuss your company’s best practices on the mainstage on Day 1 of the BRITE conference. <strong>Brand Leaders Forum</strong> One year membership to the Brand Center’s exclusive senior executive forum</td>
<td>Choose either of these two options during Day 2 of BRITE: 1. Co-curate a breakout panel session 2. Lead an interactive breakout session <strong>Brand Leaders Forum</strong> Attend one Forum meeting</td>
<td>Participate as a panelist Be part of a breakout session with other executives and entrepreneurs during Day 2 of BRITE.</td>
</tr>
<tr>
<td><strong>Admission Tickets to BRITE</strong></td>
<td>12</td>
<td>8</td>
<td>6</td>
</tr>
<tr>
<td><strong>Additional Benefits</strong></td>
<td>• Opportunity to feature your company’s case study in a pre- or post-event e-blast to all BRITE attendees and the Center’s 4,000-member, opt-in mailing list • Sponsor table (6 ft.) in main room throughout the event • Your company name, logo, 100-word description, and link on main event page on BRITE’s website (<a href="http://www.BRITEconference.com">www.BRITEconference.com</a>) • Full-page 8.5x11 promotional insert of your design placed in attendee folder • Sponsorship acknowledgement in all BRITE communications before the event, throughout the event, and in all follow-up materials and announcements</td>
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## Sponsorship Opportunities

### BOOTH (Plus) SPONSOR

<table>
<thead>
<tr>
<th>Type</th>
<th>BOOTH (Plus) SPONSOR</th>
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<tbody>
<tr>
<td>Sponsorship</td>
<td>$4,000</td>
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</table>
| Content             | Share Interactive or Thought Leadership Content (no presence on-stage)  
  Connect your brand with our audience through your own content. Possibilities include:  
  - Feature a company case study in a pre-event e-blast to the Center’s 4,000-member, opt-in mailing list  
  - Conduct an interactive QR-code survey and share results in a white paper  
  - Demonstrate an interactive technology service  
  - Suggest your own creative concept |
| Admission Tickets to BRITE | 4 |
| Additional Benefits |  
  - Sponsor table (6 ft.) in main room throughout the event  
  - Your company name, logo, 100-word description, and link on main event page of BRITE’s website (www.BRITEconference.com)  
  - Full-page 8.5x11 promotional insert of your design placed in attendee folder  
  - Sponsorship acknowledgement in all BRITE communications before the event, throughout the event, and in all follow-up materials and announcements |

### COCKTAIL OR LUNCH RECEPTION SPONSOR

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<tr>
<th>Type</th>
<th>COCKTAIL OR LUNCH RECEPTION SPONSOR</th>
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<tbody>
<tr>
<td>Sponsorship</td>
<td>$2,500</td>
</tr>
</tbody>
</table>
| Benefits            | Acknowledgement and branding opportunity during lunch or cocktail reception portions on Day 1 of the conference.  
  - Your company name, logo, 100-word description, and link on main event page of BRITE’s website (www.BRITEconference.com)  
  - Full-page 8.5x11 promotional insert of your design placed in attendee folder  
  - Sponsorship acknowledgement in all BRITE communications before the event, throughout the event, and in all follow-up materials and announcements |
| Admission Tickets to BRITE | 3 |
## Sponsorship Opportunities

**Type** | **MEDIA SPONSOR: IN-KIND CONTRIBUTION**
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Sponsorship | Sponsor provides a minimal barter exchange of $3,500 in media content (e.g. banner/print ad, email newsletter, blog, podcast, event calendar)

**Benefits**
- Your company name, logo, 100-word description, and link on main event page of BRITE’s website (www.BRITEconference.com)
- Your company name included in pre-event promotional materials, announcements, and advertising
- Logo on Sponsor page insert in attendee folder
- Sponsorship acknowledgement throughout the event

**Admission**
Tickets to BRITE | 1

Contact us to discuss the right opportunity for you:

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Center on Global Brand Leadership  
Columbia Business School  
contact@globalbrands.org